Attachment B

SUMMER BONUS PROGRAM
Retailer Understanding of Program Elements

In order to receive the Philip Morris allowance, I understand that participants will need to reduce the price of **MARLBORO** by at least 25¢ a pack or $2.50 a carton based on the normal non-promotional retail selling price in effect on __/ _/95, and offer the reduced price to consumers for as long as budget dollars are available.

Additionally, three point-of-sale items (2 interior and 1 exterior) will need to be placed and maintained in agreed-upon locations for the duration of the program.

POS Item	Location
_____	_____
_____	_____
_____	_____

Differential Price Schedule

MARLBORO

Price in Effect _____/_____/95

Pack: $_____ Carton: $_____

Reduced Price

Pack: $_____ Carton: $_____

Potential Promotion Allowance Payments
Allowance payments will be made for full participation in this promotion at the completion of the program:

Total Dollars Available for Marlboro Summer Bonus $_____

\+ Marlboro Carton Allowance $_____

= Total # of Marlboro Cartons Available for Promotion _____

Philip Morris reserves the right to audit compliance of any of these program requirements at any time, to audit sales and/or shipment receipts upon request, and to withhold payment for any non-compliance.

Store Name: _____ Control #: _____

Store Address: _____

-Philip Morris Representative (please print) _____ Territory #: _____

Signature: _____ Date: _____

I understand the elements of the Summer Bonus Program and I will participate.

Retailer (please print) _____

Signature: _____ Date: _____

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White - Section Office Yellow - Retailer Pink - PM Manager Goldenrod - PM Representative

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